

# ABSTRACT OF THE DISCLOSURE

A target object (1) is disclosed having a receiving device (2), in which a target subject may be received.

In order to allow a sporting competition using gas-filled balloons (20) and, in addition, to provide a widely visible advertising carrier, it is suggested that the target object (1) be suspendable above a starting surface (5) in such a way that the receiving device (2) has at least one opening (21) pointing toward the starting surface (5), through which a balloon (20) filled with a lifting gas, which rises as the target subject from the starting surface (5), may be guided into the receiving device (2).

[Figure 1]